

HAVE YOU ENTERED THE CCN COURT-SIDE CONTEST? WIN RAPTORS TICKETS ENTER TODAY! SEE PAGE 4.

CITY COLLEGE NEWS

MARCH 1997

GEORGE BROWN COLLEGE

VOLUME 14 NO. 7

New training program unveiled, starts April 1st

Changes to the Futures program will bring a new aspect of employer services to George Brown College on April 1.

According to Training Services director Barb Taylor, the March 31st shut-down of the provincial program, which provides people between the ages of 16 and 24 with career advice, planning and job experience will lead into the start up of the new Career Exploration Planning Program (CEPP). This new program will be distinct, Taylor says, rather than a "son

or daughter of Futures."

The Ministry of Education and Training has structured CEPP so that five agencies in Toronto deliver different parts of the program, Taylor says. George Brown is the only one of the agencies focused on developing a program component called On-the-Job Training (OJT).

The other agencies - Access Help Centre, Woodgreen Community Services, St. Stephen's Community Services and Youth Employment Services - will offer two other compo-

nents called Information Referral Services and Employment Planning Preparation. Students referred from these agencies will move on to George Brown to find a training link to Toronto employers through OJT.

Unlike Futures, which covered the wages paid to trainees, the new program requires employers to pay trainees and cover Workers' Compensation Board costs. As an incentive, OJT offers employers subsidies of up to four dollars per hour.

Staff in Taylor's Training Services Division will undergo an intensive two-month professional development in preparation for CEPP's On-the-Job Training. Taylor says the whole staff will be cross-trained to develop knowledge in all aspects of the department, allowing "one point of contact" for training services clients.



THEY'RE SO BAD, IT'S FUNNY — That's the play, not George Brown's third-year Theatre Arts students (left to right) Tara Samuel, Josh Peace and Tina O'Neill as they prepare for the 1922 farce, *The Torch-Bearers*, a play about bad actors trying to perform a dramatic tragedy. The performance opens Feb. 26 at the George Brown Theatre. For details, see the Upcoming Events on page 4.

**THIS NEW
PROGRAM WILL
BE DISTINCT,
RATHER THAN A
"SON OR
DAUGHTER OF
FUTURES."**

The new CEPP component fits naturally into Training Services' current role at George Brown, she says. "Our whole focus for the college is in relationships with employers. Our focus for the OJT component will be to highlight developing relationships with employers."

Taylor is "excited about the challenge that lies ahead," but adds "Futures had a tremendous job working for young people in our communities. There is a real sadness about the program being phased out." Taylor began at George Brown as the chair of the Futures program eight years ago.

Thefts lead to security upgrade

A recent rash of thefts at the St. James campus has led to an upgrade in security at George Brown.

Physical Resources Director Bashar Amer says a new standard of security is being used to deal with a series of computer, printer, cash, car and petty thefts. Although Amer says most of the problems have been isolated to the St. James campus, the new measures are being made at all campuses.

Among the upgrades, security personnel have been added to each campus and Physical Resources has conducted a security audit of all campuses to identify high-risk areas. That audit will see the addition of three things: high-security locking systems, more secure windows that may provide access to high-risk areas, and the purchase of special metal brackets that secure computers to desks. An emergency phone is also being installed in the parking lot behind the Hospitality Centre at 300 Adelaide St. E.

Amer says the most important message for staff and students is to make sure they don't leave valuables unattended or in plain sight in an unattended vehicle.

"We've always suffered minor thefts - wallets, purses, coats — but this is a rash. Still, people don't always take adequate precautions to keep their valuables safe," Amer says, pointing out that tools, purses, coats and wallets should never be left in classrooms or hallways.

Staff and students should report any suspicious acts or persons immediately to college security officers, who are available 24 hours a day, seven days a week. Call: Casa Loma Security - 415-4532; St. James - 415-2047; 300 Adelaide St. E. - 415-2048; Nightingale - 415-2361. To call 911, when using an internal college phone, dial 9 first.



A BIG HUG — Child and Youth Worker program teacher Felice Markowicz gets a hug from Athletics director Alex Barbier at the National Coalition Building Institute's (NCBI) hugging booth, held Feb. 14 at the St. James campus student lounge. George Brown graduate Tek Yew Woon (interviewer for Deaf-Blind Persons, '94), and an NCBI chapter member, brought a hugging booth to George Brown on Valentine's Day, in support of the NCBI's local efforts to eliminate oppression.

New programs set for September ... almost!

At least five new full-time programs will begin at George Brown this September if the Ministry of Education approves them this winter or spring.

A three-year Sign Language Interpreter program is ready to start up in Community Services. It will teach students with a proficiency in American Sign Language how to hone their skills for jobs with the federal and provincial governments, various schools and courts of law. According to Faculty of Community Services chair Georgia Quartaro, Sign Language Interpreter graduates may also work as freelance interpreters for seminars, meetings, and events in community services and education.

The Hospitality Centre plans to offer a one-year Aboriginal

Cuisine program. The new program will combine a one-year cook training program with a six-week intensive study of native cuisine. Graduates can work as cooks in hotels and restaurants, offering employers a unique specialization. According to the program's chef instructor David Wolfman, a rise in the use of gaming meats in Canadian restaurants and a move to Canadiana-style menus in some hotels make Aboriginal Cuisine graduates marketable. New restaurants and motels with Aboriginal appeal are also opening on reserves because of properties like Casino Rama in Orillia, Wolfman says. Unlike a specialized Aboriginal Cuisine program offered two years ago by the Hospitality Centre, Wolfman says this new program will be open to native and non-native students.

The Faculty of Business will offer a unique two-year Financial Planning Program (as reported in the February 1997 issue of City College News), as well as a new two-year Health Information Management (HIM) program.

The HIM program, formerly called the Health Record Administration program, will undergo the name change and also see an update in curriculum. The one-year Health Records Technician program will no longer be offered, according to program co-ordinator Heather Donovan.

The new name and program changes more accurately reflect the health information field, which requires graduates to have expertise in information management and a firm background in health sciences, says Donovan. New students in the HIM program will be able to support clinical, financial and management decisions and recognized certification with the Canadian Health Record Association will also be available to HIM students upon graduation.

The Faculty of Business are hoping to introduce an 11-week Call Centre Management program and has plans to review and re-introduce the currently suspended Property Management program as a fast-track or post-diploma program.

FRANK SOROCHINSKY



George Brown's participation in international education is not new, but what has changed in the last few years is the position it holds within the overall priorities of the college.

In 1994, "internationalization" was introduced as an explicit theme in the academic direction of the college. This was a logical evolution for three reasons: the already long history of George Brown's international involvement; our own multicultural nature; and the growing awareness that students and staff must be prepared to function in an increasingly global world.

College representatives participated in a strategic planning process that resulted in a mission statement for international education, which was approved by the Board of Governors and read in part:

"The college will cultivate social, cultural and economic links with the global community through the development and delivery of comprehensive educational and consulting services for both students and contracting clients."

As part of the strategic plan for international education, the college embarked on an ambitious student recruitment campaign as a member of the Asia Pacific Foundation — a non-profit organization that promotes Canadian education in Asia. College staff attended education fairs in Korea, Taiwan, Japan and Hong Kong, which are now the countries of origin for most of the international students at George Brown. This winter, for the first time, George Brown participated in education fairs in Malaysia, Singapore, Thailand and Indonesia, with Mexico and Brazil coming up in the spring. In addition to the education fairs, George Brown is represented year-round in selected countries through education agents who refer students to us.

Closer to home, and taking advantage of our downtown Toronto location, we have developed recruitment and marketing plans to attract international students who are already in the Toronto area, as well as family and friends of potential international students.

Through these efforts, the number of international students enrolled in the college's English for Academic Purposes program has jumped from 40 in January, 1995 to 145 in January, 1997. International student enrolment in our post-secondary programs has climbed from 145 students in September, 1995 to approximately 180 in September, 1997.

George Brown's role in contract training for international clients also continues to grow. At the end of 1994 the college was implementing projects with clients from Jamaica, the Eastern Caribbean, Ireland, Poland, South Africa and Saudi Arabia. Since then we have secured an extension to the Poland project — in which we are assisting the Institute of Journalism at the University of Warsaw to develop marketing communication curriculum that meets the rapidly evolving market economy in Poland — and new initiatives with clients from Korea, China, Jamaica, Barbados, South Africa and Jordan.

Not only is the level of activity encouraging, but the results are very meaningful. Here are just a few examples:

- Education for women's employment is a relatively new thrust of the Saudi government. In 1995 the first group of women from Saudi Arabia received their George Brown College Health Records Technician diplomas through a program delivered in Saudi Arabia with the guidance of Faculty of Business chair Pearl Hazen and coordinator Heather Donovan.
- The Korean government has made learning English part of their country's economic development strategy. In the summer of 1995 we delivered an upgrading program for 60 Korean high school English teachers. The program was developed and delivered by George Brown professors Irene McKay, Doug Jull, Joanna Berlingoff, Alison McRae and Blair Caines, with the support of English Language chair Marsha Skolnik.
- In 1996 we worked with the Jamaican Association for Literacy (JAMAL) — one of the oldest and most respected literacy movements in the Americas — to introduce Life Skills training to their program. Thanks to the work of Community Services professor Ron Sluser, JAMAL has now recommended that Life Skills be included in all the programs of the Caribbean Association of Adult Education.

George Brown's contribution to other countries is just one side of the story, however. Just as important is the enriched environment that international activities create here at George Brown — cultural and intellectual benefits that are of growing importance in a global society, and unparalleled professional development opportunities for our staff. Our continued emphasis on international education will keep our institution competitive to the highest international standards of excellence.

Frank Soroichinsky is president of George Brown College.



Taylor wins Board of Governors seat

George Brown's Training Services director Barbara Taylor will become the college's new administrative representative on the Board of Governors.

Taylor was acclaimed to the position after her uncontested nomination was brought forward on the Feb. 17 election deadline.

Taylor says she believes it is "important that administrative staff have a strong voice at the Board (of Governors), especially because of the changes being made. After spending years as an academic chair at George Brown, I can both understand and represent the interests of administrators at the college."

She starts her term of office March 11, which will run until Aug. 31, 1999. The nomination deadline for a student representative on the Board of Governors is March 5.

The Board of Governors is the highest decision-making body at George Brown College. Regular meetings are held each month, and the Board's 17 representative review and debate everything from the college's annual operating budget to the approval of new programs.



GRAD DRAWS CROWD TO AFRICAN HERITAGE MONTH —

Poet and recording artist Michael St. George performed with Exclusive Roots Feb. 12 at the St. James campus, as part of African Heritage Month events held at George Brown. They played on Feb. 13 at Casa Loma, along with other performers. St. George is a graduate of George Brown's Activation Co-ordinator/Gerontology program.



Student rates available

CranioSacral Therapy • Massage Therapy • Yoga
Reiki • Jin Shin • Shiatsu • Therapeutic Touch

Give yourself a break

HEALING HANDS
MASSAGE THERAPY CLINIC

59 Adelaide St. E., Suite 201 (at Church St.)
Telephone: (416) 365-1016

NEWS SHORTS

SPRING/SUMMER CONTINUING EDUCATION CALENDAR IS COMING IN MARCH

George Brown's part-time course calendar for spring and summer classes will be released March 17. Registration begins Monday, March 24. The Continuing Education calendar offers more than 800 career-focused and personal interest courses, weekend seminars, diplomas and certificates at all George Brown campuses. Here's a sampling of spring courses:

An informative course to help to Start a Small Business (OMDP 9009) gives students the basics to get their own new or seasonal business off the ground. Classes begin in May. A new health sciences distance education program, Hearing Instrument Specialist (HIS) starts this spring. For further information and a brochure call 415-4543. Develop advanced skills in Web page design this June with Web Page Design II (COMP 9258). Advanced ceramics studies including Ceramics IIB (CERA 9025), Decorative Pottery (at Cone Six level — CERA 9030) or Exploring Glazes (Cone Six — CERA 9031), all beginning in June.

BALLET JORGEN HONOURED WITH PRESTIGIOUS AWARD

George Brown's partner at the School of Classical and Contemporary Dance has been awarded a \$10,000 Lieutenant Governor's Award for the Arts.

According to Ballet Jorgen's director of communications Susan Bodie the 1996 Lieutenant Governor's Award was presented to them after an Ontario Arts Council Foundation jury chose Ballet Jorgen from several arts community applicants. The award, both celebratory and financial, honors a standard of excellence in self-development of arts organizations including exceptional private sector and community support.

NEW FACILITIES FOR GEORGE BROWN DAYCARE

The Esther Exton Child Care Centre has moved to new, state-of-the-art facilities at North York's Baycrest Centre.

The move from Baycrest's hospital facilities at Bathurst and Lawrence to a new facility on the Baycrest property, also at Bathurst and Lawrence, took place in January. Some of the benefits says Chair of Early Childhood Education, Marjorie McColm are child-access sinks and counters and a new playground.

McColm congratulates George Brown child-care staff for providing a smooth transition

for Esther Exton's kids, noting that the centre didn't close at all during construction or moving.

One of the seven child care centres operated by George Brown, Esther Exton offers both a Kosher environment and inter-generational programs with Baycrest's senior residents.

SMOKING ENDS IN STUDENT LOUNGE

The only smoking facility left at the St. James campus put a ban on smoking January 1, after repeated violations to their smoking policy.

Student Association president Susan Deak says smoking in the St. James campus Student Lounge ended because

students continued to smoke outside a designated area and there has been repeated damage to the furniture as well as burn-holes in the washrooms, bar and lounge floor.

Deak says the decision was made by the Student Association's Board of Directors after repeated attempts to enforce the smoking policy, including hiring security staff.

LOVE HURTS

The third-year marketing students at George Brown concluded the minimum cost of love in 1997 has risen to more than \$1,000 because of the increased cost of dating staples like restaurant meals and movies. 'That's a

74 per cent increase from 1989 when a similar study by marketing students pegged the cost of love at \$600.

At a press conference held during the Faculty of Business open house Feb. 12, marketing students Mark Alexander and Charlene Stinson said it takes a minimum of \$1,044 in 1997 for men to properly woo - an amount based on 10 dates, eight of which include dinner for two at a medium-priced restaurant, movie admission and transportation, plus two 'splurge' dates costing \$150 at a fancy restaurant.

Stinson — dressed up in a black evening dress and Alexander — in jeans and a T-shirt — hammed it up during

the press conference with a skit-style performance complete with McDonald's food and beer on one side, and Stinson's candle-lit dinner for two with wine, on the other.

SEIGFRIED'S GOES SMOKE-FREE ON MARCH 3

In compliance with a new City of Toronto by-law, all bars, restaurants and entertainment facilities including George Brown's Siegfried's Dining Room, will be smoke-free effective March 3.



PASSIN' WAS NEVER THIS COOL.

STUDENT DUNK DISCOUNT DAYS
50% OFF GREAT SEATS

MARCH 5
NY Knicks

MARCH 7
San Antonio Spurs

MARCH 21
Charlotte Hornets


APRIL 10
Orlando Magic

| | Regular Price | STUDENTS |
|-------------------------|---------------|----------|
| GREEN 100 level | \$59.00 | \$29.50 |
| YELLOW 100 level | \$39.00 | \$19.50 |
| PURPLE 500 level | \$27.00 | \$13.50 |
| WHITE 500 level | \$14.00 | \$7.00 |



Order In
Advance For
Great Seats!

Call (416) 872-5000

Presented by 

Cards

Maximum 4 tickets per purchase. Must provide student ID# to order.

ANOTHER REWARD OF HIGHER EDUCATION.

Get \$750 towards the purchase or lease of any new GM vehicle.

THE \$750 GM GRAD PROGRAM. FOR DETAILS CALL 1-800-GM-DRIVE.



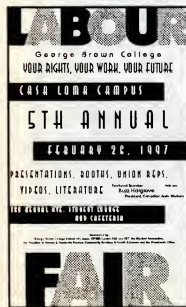
UPCOMING EVENTS

FEB.26-27

Don't miss African Heritage Month as it continues with traditional dance performances and drummers on Feb. 26, 11am to 1pm at the St. James campus student lounge, and Feb. 27, 11am to 1pm at Casa Loma's student lounge. Hosted by the Human Rights Advisor, the Student Association, and the Student Life Department.

FEB. 26 - MARCH 15

The Theatre School's remedy for the blahs of the season is offered up Feb. 26-Mar. 13 with the performance of the farce, *The Torch-Bearers*, held at the George Brown Theatre, 530 King St. E. Adult tickets are \$10, students and seniors are \$8.



FEB. 28

An eight-course gourmet dinner with cocktails served at Siegfried's Dining Room, 300 Adelaide St. E., as a fundraiser to support Team George Brown at the international cooking competition, Taste of Canada 1997, held May 1-8 at George Brown College. Tickets are \$120 per person. Call 415-2260 or see the cashier at Siegfried's for more information.

MARCH 3

George Brown's counselling and career services offer a series of workshops on resumes, interviews and networking to help students and graduates prepare for interviews, communicate achievements, ask and answer appropriate questions, avoid common mistakes and determine what employers look for in candidates.

Ten workshops will be held at the St. James campus beginning March 3. Nine workshops begin March 4 at the Casa Loma campus. At the Nightingale campus, see the counsellor in career services to register. Check the schedules for dates and times in the Student Affairs department and register, or call 415-2105 for more information.

MARCH 4

Are you a singer? Do you play an instrument? Show your secret talents when the Student Association and the Student Life Department present the 3rd annual Talent Trek on March 4, 5pm, in the St. James student

centre. Full-time students can register in advance at the Athletics or Student Life offices. Refundable audition registration costs \$15 for individuals or groups. Applicants must provide their own instruments, equipment or materials (P.A. system provided). Prizes include first place, \$300.00; second place, \$200.00 and third place \$100.00.

MARCH 17

An evening of recognition and celebration for all the students who participated in the Student Affairs Peer Programs will be held from 6-9 pm, in the Student Lounge, St. James campus. Students will receive certificates for participating in programs and awards will be presented for outstanding contributions. For more information about Peer Advisors, call their Hot Line at 415-2900, ext. 3770.

MARCH 5

George Brown plays at the Badminton C.C.A.A. championships March 5-9, Fanshawe College.

MARCH 6

Register for Tennis for Beginners from Feb.17-28. Classes run Mar.6 - May 29 at St. James gym, 4-6pm

MARCH 7-8

George Brown plays at the Women's Varsity Basketball O.C.A.A. championships at Seneca College. Also, Men's Varsity Basketball O.C.A.A. championships at Algonquin College.

MARCH 20-22

If they're successful, George Brown will head off to the Men's Varsity Basketball C.C.A.A. championships at Langara College, British Columbia after March 7-8. George Brown plays ball hockey at Seneca College (Newham) in an extramural game, 9 am to 5 pm. Women's and Men's Varsity Indoor Soccer at the O.C.A.A. championships, March 21-22, at Centennial College.

MARCH 25-27

A March Madness 3 on 3 basketball tournament, open to all college and university students. Up to 64 teams will participate in the event, and each team requires four players to enter. Two different divisions will compete, based on skill level. An entrance fee of \$10 per player guarantees at least three games of play and entrance in a skill contest. Register by calling 415-2900, ext. 89551. Presented by the George Brown chapter of the American Marketing Association.

Logistics program travels to Calgary, Edmonton

A custom-designed program from George Brown has reached Calgary and Edmonton this year, where Faculty of Business teachers are helping logistics professionals develop new skills.

A total of 100 new students from logistics company Tibbett-Britten Group are attending George Brown classes in their workplace — 50 in Toronto began the program in September and another 50 in Tibbett-Britten's Calgary and Edmonton operations started in January, says George Brown's director of the Canadian Centre of Logistics Management, Helmut Eichmann.

The new program, offered via distance education, is a customized version of the day-time, two-year Logistics Management program, and grants certificates to Tibbett-Britten employees.

Eichmann says Tibbett-Britten, a third-party logistics company serving companies including Shoppers Drug Mart and WalMart, approached George Brown after they "had come up with the idea of a corporate college, motivated by not enough skilled personnel available in the marketplace."

"The distance education program is supported with George Brown instructor visits four times during each of the seven, 12-week courses that make up the certificate. Eichmann says most students at Tibbett-Britten will take spend at least two years to complete the program.

Logistics management, the study of getting goods and services to the right place at the right time, covers planning, scheduling and distribution as well as transportation and storage of various types of goods.

A rise in the awareness of the logistics field has caused an increase in the need for more training, Eichmann says. "The Logistics Institute of Canada has come up with a number of 80,000 practitioners needed by the turn of the century."

The full-time, two-year Logistics Management program is supported by an advisory committee of leading companies that keep the program's curriculum current, Eichmann says, including Carswell Publishing, Warner-Lambert, ITP (International Thompson Press) Nelson, Pepsi Foodservice, and Sears.

The Canadian Centre of Logistics Management was developed at George Brown when the advisory committee saw a potential for teaching students outside the traditional student base, Eichmann says. Logistics teachers are developing seminars and other in-house training projects for clients and exploring the application of videoconferencing through the Bell Centre.

WIN RAPTORS TICKETS

City College News (CCN) and the Toronto Raptors Invite you to enter the CCN COURT-SIDE CONTEST. All entrants are eligible to win two court-side tickets for the March 30 Raptors-Miami home game at the SkyDome. You'll sit right at court level—it's the next best thing to playing the game! Just fill out the ballot and tell us why you should win the tickets, in 50 words or less. One entry per person. Full-time and part-time staff and students of George Brown College are eligible. Send your entry to: CCN COURT-SIDE CONTEST, George Brown College, Communications and Marketing Department, St. James Campus, 200 King St. E., Toronto, ON M5T 2T9 or fax us at 415-2303. Entry deadline: March 17, 1997, 4:30 pm. The draw will take place March 18, 1997. Enter today, and WIN!

CCN COURT-SIDE CONTEST

| |
|-------------|
| name |
| address |
| city |
| postal code |
| phone |
| fax/email |

PICK ME!

Send me to see the Raptors play Miami on March 30 because...

(50 words or less!)

CITY COLLEGE NEWS

City College News is a monthly publication of the Communications and Marketing and Department of George Brown College for the college community. Contents copyright George Brown College 1997.

How to reach City College News:
phone: (416) 415-2900, ext. NEWS (6397)
fax: (416) 415-2303
e-mail: plaichats@aol.com
address: 200 King Street East, Room 542-E Toronto M5A3W8

Managing Editor: Jill Holroyd, Communications and Marketing Manager, George Brown College
Production: INHOUSE Productions Ltd.
Photographer: Tyrone Kerr
Editor: Karen Krugel, Field Hats Co.

City College News is available in alternative formats such as braille, cassette tape, large print and disk. For information call the special needs office at 415-2622.

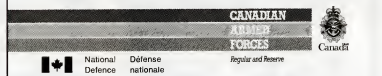


Learn a Trade.

Want to learn a trade? Need a job? Looking for a career? You can have it all in the Canadian Forces. Opportunities are available NOW for Canadian men and women. Join our team and share in a proud Canadian tradition. For more information, drop by your Recruiting Centre or call:

1-800-856-8488
www.recruiting.dnd.ca

Our Team. The best thing that could ever happen to you.



LOOKING FOR WORK WHILE YOU STUDY???

SALES OPPORTUNITIES

OUR CLIENT IS SEEKING THE FOLLOWING:

- Professional sales oriented people for entry positions
- Bilingual French/English an asset
- Exceptional communication skills requires
- Must be able to work evenings full/part time and be available for weekends as well
- There are also day shifts available

Call for details about other positions available.

Call StaffMax
(416) 486-4754
Monday - Friday 8:30 am - 5:30 pm
StaffMax, The Call Centre Specialist